

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reissue Application of:
David W. Roth, et al.

Original Patent No.: 6,285,987

Art Unit: N/A

Issued: September 4, 2001

Examiner: Not Yet Assigned

For: INTERNET ADVERTISING SYSTEM

FIRST PRELIMINARY AMENDMENT

U.S. Patent and Trademark Office
2011 South Clark Place
Customer Window, Mail Stop Reissue
Crystal Plaza Two, Lobby, Room 1B03
Arlington, VA 22202

Dear Sir:

INTRODUCTORY COMMENTS

Prior to examination on the merits, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 22 of this paper.